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# USDA Inside Information

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AND NOW WE HAVE...

This issue brings you some reminders on who handles what...dope about the new fed video contract system...details of inf for the soil-water resources act...a couple of progress reports...lots of comments or chitchat...and a few job opportunities. So hang in there and read on.

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JUST IN CASE

In case you missed the word, we've assigned the inf officers in GPA's press division to work with specific agencies, including agency field inf offices. The assignments are:

Barry Jenkins--ASCS, CCC, Energy, FAS, FCIC (farm programs and international agriculture); Marci Memololo--APHIS, FSQS, SEA, OGSM (science and food safety); Joe McDavid--ESCS, FS, REA, SCS, World Board (conservation and economics); Rufus Wells--AMS, FGIS, FNS, FmHA, IG (nutrition and marketing).

If you have a problem with a release, contact the person assigned to your agency. If you can't reach the one you want, ask for that person's backup.

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NEW YEAR COMING

January 1 means more than a new year in 1980. Even though that's 6 months away, that's when the new federal contracting system for videotape production goes into effect, and some of us need to think about the system now.

The Fed AV Committee has proposed adding videotape production contracting to the present procurement system for motion pictures. The proposal will be published soon in the Federal Register... comment period extends to Sept. 20. Here's the plan:

Commercial contractors wishing to produce films or videotapes for the government will submit samples of work done in the last 3 years. An Interagency AV Review Board, made up of experienced AV specialists in government, will evaluate the samples. Those folks and firms whose samples meet the standards can be placed on the Qualified Film Producers List or the Qualified Videotape Producers List.

A qualifying firm can remain on the list until an agency complains of unsatisfactory work and a subsequent review by the Interagency AV Review Board recommends removal from the producer list.

Say you want to contract for a film or a videotape. You request names of producers in batches of five, selected by the computer

from the list on a random number basis. You may also specify two names to be added from the list (two for each five selected by the computer).

Then you solicit proposals from at least five of the names provided to you, using forms developed by the Fed AV Committee. You may include scripting with the production or handle that separately...by yourself or by contract from writers under small purchase procedures.

Production awards will be made based on the best proposal, price and other factors considered.

In USDA, requests for producers will move through the Motion Picture Division. In-house production facilities for both films and videotape that have been approved through A-76 procedures may be used.

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#### YOU'LL HEAR MORE

If you've been watching Congressional moves, you already know the 1977 Soil and Water Resources Conservation Act charged USDA with appraising the nation's privately owned soil and water resources, evaluating the national conservation program and establishing future programs that will take long and short-term needs into account.

The act is a counterpart of Forest Service's Resources Planning Act, which calls for similar activities on federally owned land. Both acts are in response to questions asked by private citizens, groups and government agencies about our future ability to produce food and fiber to sustain our standard of living.

The soil/water act--RCA for short--specifically calls for public participation at all levels of implementation. Since its passage, all Soil Conservation Service (SCS) field inf officers have been primarily responsible for coordinating the public participation activities.

Here in D.C., SCS inf has five people detailed full time to RCA work. Thelma Finlay, Esther Collins, Neil Gallagher and James Benson are editing the appraisal report; Tom Levermann is giving inf support to a team analyzing public participation responses.

More inf people will work on RCA as the Jan. 1980 deadline for the program approaches. For example, Hubert Kelley will be assigned to write an executive summary of the program during parts of Sept. and Oct.

Keep tuned.

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#### BETTER WAY UPDATE

Larry Quinn, GPA, notes that four new stations are now using "A Better Way," the department's weekly, half-hour TV show. Stations are KNTV, San Jose, Calif.; WICS, Springfield, Ill.; KLAA, West Monroe, La.; and WHKY, Hickory, N.C. WHKY plans to air the show at 9 p.m. on Wednesdays.

Latest show includes several on-location stories--a film on money management that Terry Walsh, AMS, produced while on detail with GPA; one of three features Don Elder, GPA, and Terry did about a

family that moved from suburbia to the country; a gardening feature; and a Forest Service story from a newsclip produced by Wally Shiverdecker, FS.

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EXPO '82 MOVES ALONG David Sutton, GPA, reminds us that since "Inside..." reported the Expo '82 show to be in Knoxville, he has served on two different panels to select the U.S. pavilion designer.

Dave says five excellent submissions kept panel members busy... panelists were from the Interagency Working Group on Expositions and from architectural, exhibit design and film groups representing both government and the private sector.

Panelists selected the firm of Finch, Alexander, Barnes, Rothschild and Paschal, Inc. of Atlanta, Ga., in association with Ramirez and Woods, Inc. of New York. The first corporation is made up of architects and planners...the second is an exhibit design team.

The winning proposal calls for a 160-ft.-high, 600-ft. long structure containing exhibits and a 1,000-seat giant screen projection theater. The building--in keeping with the show's theme--will be energy self-sufficient with a solar collector, a biomass generator and other such goodies.

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GLEANED FROM...

Mel Gagnon, U. of Calif., shipped a packet of interesting items to Mason Miller, SEA, which Mase has shared. Included is the story of the symbol for cotton, used by Cotton Inc. The story points out that 18% of America's adults could identify the symbol within months (in 1971) of its debut. By 1975, the figure rose to 35%; by 1977 to 47%. The article claims that rating makes it one of the most identifiable trademarks in the textile field today and compares favorably with other kinds of symbols.

Mel also included an article from his university's staff bulletin which charged that America's news media are ignoring people who live in the hearts of cities and are deliberately causing a third of the nation to become "information unpersons." The view came from a Berkeley prof. of journalism, Ben H. Bagdikian. Mel sent along a copy of Bagdikian's speech. If any "Inside..." reader wants a copy, write and we'll copy and send it to you.

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CHARTERED, BY GAR

The Department held a brief ceremony for charter members of the Senior Executive Service the other day. Among the more than 300 USDA SES people there were five inf types, all from GPA: Jim Webster, director; Ed Goodpaster, assoc. director; Larry Meyers, deputy for congressional affairs; Claude Gifford, deputy for publications and visual communication; and Hal Taylor, deputy for information.

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BYE, BYE 44?

Joint Congressional hearings are underway on H.R. 4572, a new printing and publication system for the Federal government.

That's the proposal we reported a few weeks ago which could eliminate the Joint Committee on Printing and Title 44 printing laws. The bill would substitute a 10-person, part-time independent board

that would appoint the Public Printer and a Superintendent of Documents and would issue regulations governing federal printing.

Several people have testified in the two hearings held thus far, and each person testifying has opposed substantial parts of the bill.

People and groups testifying include the Public Printer, Jack Boyle; the Librarian of Congress, Daniel Boorstin; and the Assoc. of American Publishers, the American Paper Institute, the Printing Industries of America and the American Library Assoc.

USDA will file a report on the bill...and is expected to oppose the bill and urge that if there is to be a revision of the printing structure it include voting representation from the Executive Branch.

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JOBS? HERE THEY ARE Kent Miller, Economics, Statistics, and Cooperatives Service (ESCS), is looking for a GS-7 broadcaster type who can write, interview and broadcast. The job is to be announced soon through personnel channels, but interested people may contact Kent now.

GPA is searching for an exhibit maker (Wage Grade-7 with potential to a WG-8). Applicants must read and interpret blueprints and scale models, operate and maintain all hand and power tools used in exhibit fabrication; perform minor electrical installations and repairs; and be able to mix colors (even if color-blind). Send applications to Lula Fogle, Off. of Personnel, POD, Room 150-W, Adm. Bldg., Washington, D.C. 20250 (202) 447-5806.

Leon McGraw, head of research information at Auburn U., is seeking an assistant editor for his department by Oct. 1. Person hired must report work of the Experiment Station with news and feature stories...cover field days and other meetings at outlying Station units; make b&w and color photos for release to media and to illustrate Station pubs; produce printed Station reports--preparing copy, editing, getting printed, working with designers, proofing, etc.; prepare AV productions; and work with news media and ag organizations. Required: BS. MS preferred, with at least one degree in journalism, preferably ag journ. Two years experience also required in ag journ. If interested send three references and a resume to Leon (E.L.) McGraw, Auburn, Ala. 36830...before Aug. 15.

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BERTRAND MOVES UP

Land grant folks will be interested in the new development late last week that moved Anson R. Bertrand, director of science and education, to the level of an assistant secretary. He will report directly to Secretary Bergland. In commenting on the promotion, the Secretary indicated closer work with the land grant universities, the 1890 institutions and other cooperators in the food and agricultural sciences.

Soil Conservation Service and Forest Service will continue to report to Rupert Cutler, named Asst. Sec. for Natural Resources and Environment last week.